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**EXHIBIT D**

**VISUAL COMPARISION TCC'S AND DEBTORS'  
SUPPLEMENTAL NOTICE PROGRAMS**

								
<b>ANGEION MEDIA PLAN</b>	<ul style="list-style-type: none"> <li>- Strategic recommendation based on indepth audience and market research</li> <li>- 7 month campaign</li> <li>- 95% Reach</li> <li>- 52 Frequency</li> <li>- 318 Million impressions (Local)</li> <li>- Expanded geographic approach (i.e. California, Western US States, National)</li> <li>- Comprehensive media mix to reach fragmented target audience</li> </ul>	<b>TRADITIONAL BROADCAST</b> <ul style="list-style-type: none"> <li>- 900 TRPs</li> <li>- 75% Reach</li> <li>- 10.62 Frequency</li> <li>- 77.7 Million impressions</li> <li>- :30 ads</li> <li>- English &amp; Spanish language</li> </ul> <b>OTT/STREAMING</b> <ul style="list-style-type: none"> <li>- 6.6 Million impressions</li> <li>- 6% Reach</li> <li>- 10 Frequency</li> <li>- :15 ads</li> <li>- English &amp; Spanish language</li> <li>- All video is in key DMAs</li> </ul>	<b>TERRESTRIAL</b> <ul style="list-style-type: none"> <li>- 2100 TRPs</li> <li>- 66% Reach</li> <li>- 30.95 Frequency</li> <li>- 201 Million impressions</li> <li>- :60 ads for terrestrial</li> <li>- English &amp; Spanish language</li> </ul> <b>STREAMING</b> <ul style="list-style-type: none"> <li>- 6.7 Million impressions</li> <li>- :30 ads for streaming</li> <li>- English &amp; Spanish language</li> <li>- Streaming is state wide</li> </ul>	<ul style="list-style-type: none"> <li>- 4x insertions in People</li> <li>- 4x insertions in Sports Illustrated</li> <li>- Full page</li> <li>- 8 Million impressions</li> <li>- 36% Reach</li> <li>- 2.26 Frequency</li> <li>- Regionally targeted to Western states</li> </ul>	<ul style="list-style-type: none"> <li>- 7x in <i>Wall Street Journal</i>, <i>USA Today</i>, <i>LA Times</i></li> <li>- 14x in 14 local papers</li> <li>- Full page ads</li> <li>- 22% Reach</li> <li>- 7 Frequency</li> <li>- 15 Million impressions</li> </ul>	<b>LOCAL</b> <ul style="list-style-type: none"> <li>- 54 Digital Billboards</li> <li>- 18 Static Billboards</li> <li>- Flyer Distribution</li> <li>- 55% Reach</li> <li>- 17 Frequency</li> <li>- 199 Million Impressions</li> </ul> <b>STATEWIDE</b> <ul style="list-style-type: none"> <li>- 10 Digital Billboards in Los Angeles</li> <li>- 29 Digital Transit Shelters in San Diego</li> <li>- 10 Static Billboards in San Diego</li> <li>- 62 Million additional impressions</li> </ul>	<b>PROGRAMMATIC DISPLAY AND VIDEO</b> <ul style="list-style-type: none"> <li><b>LOCAL:</b> <ul style="list-style-type: none"> <li>- Multipronged targeting approach</li> <li>- 41% Reach</li> <li>- 15 Frequency</li> <li>- 60 Million impressions</li> </ul> </li> <li><b>CALIFORNIA:</b> <ul style="list-style-type: none"> <li>- Video only</li> <li>- Multipronged targeting approach</li> <li>- 6.25 Million impressions</li> </ul> </li> <li><b>WESTERN STATES:</b> <ul style="list-style-type: none"> <li>- Multipronged targeting approach</li> <li>- 30 Million impressions</li> </ul> </li> <li><b>NATIONAL:</b> <ul style="list-style-type: none"> <li>- Multipronged targeting approach&amp; Site Retargeting</li> <li>- 25 Million impressions</li> </ul> </li> </ul>	<b>SOCIAL MEDIA LOCAL:</b> <ul style="list-style-type: none"> <li>- Multipronged targeting approach</li> <li>- 23% Reach</li> <li>- 1.5 Frequency</li> <li>- 33 Million impressions</li> </ul> <b>CALIFORNIA:</b> <ul style="list-style-type: none"> <li>- Multipronged targeting approach</li> <li>- 28 Million impressions</li> </ul> <b>NATIONAL:</b> <ul style="list-style-type: none"> <li>- Email matching</li> <li>- 5 Million impressions</li> </ul>
<b>PG&amp;E'S PROPOSED MEDIA PLAN</b>	<ul style="list-style-type: none"> <li>- Lack of target definition</li> <li>- Unclear what the total reach and frequency of the campaign would be</li> <li>- Subpar media weight over a 90 day period</li> </ul>	-150 TRPs total across TV and Radio -1.5x frequency -English and Spanish language ads		- N/A	<ul style="list-style-type: none"> <li>- 3x in <i>Wall Street Journal</i>, <i>USA Today</i>, <i>LA Times</i></li> <li>- 3x in 11 local papers</li> <li>- Estimated to be fractional page ads</li> </ul>	- N/A	Silent as to most metrics. Purported to Reach 750,000 individuals in 6 affected counties with Facebook, GDN, and News sites	